RJ REYNOLDS
TOBACCO COMPANY

J. Campbell
Promotional Coordinator

180 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-4170
Fax (716) 634-3145

July 17, 1997

Att: Judy

Fax (315) 793-3450
M. Defebio
HERKIMER WHOLESALE

PO Numbers

Dear Mike:

I would appreciate it if you could provide PO#(s) for the following promotional material in the space provided and fax to my attention as soon as possible at (716) 634-3145:

DORAL B2G1F / #701143
(Detailed promotional information will be forwarded)

70 Cases Doral B2G1F *Pre-Sleeved* Product PO# 8269153

(6M) Cases Each:	UPC #
20 Doral Light	12300-22588
20 Doral Light Men 100	12300-22592
20 Doral Light 100	12300-22589
10 Doral FF 100	12300-22590

300 SKUs of Shipper Displays PO# 1076
Item #530030 (@ 1/SKU)

Arrival Date: August 25, 1997

Non-EFT $ Amount: $9,912.33

Thanks for your continued assistance, and if you have any questions, please call me.

Sincerely,

Judy
J. Campbell
Promotional Coordinator / 1610
/jc

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Source: https://www.industrydocuments.ucsf.edu/docs/lfgn0000

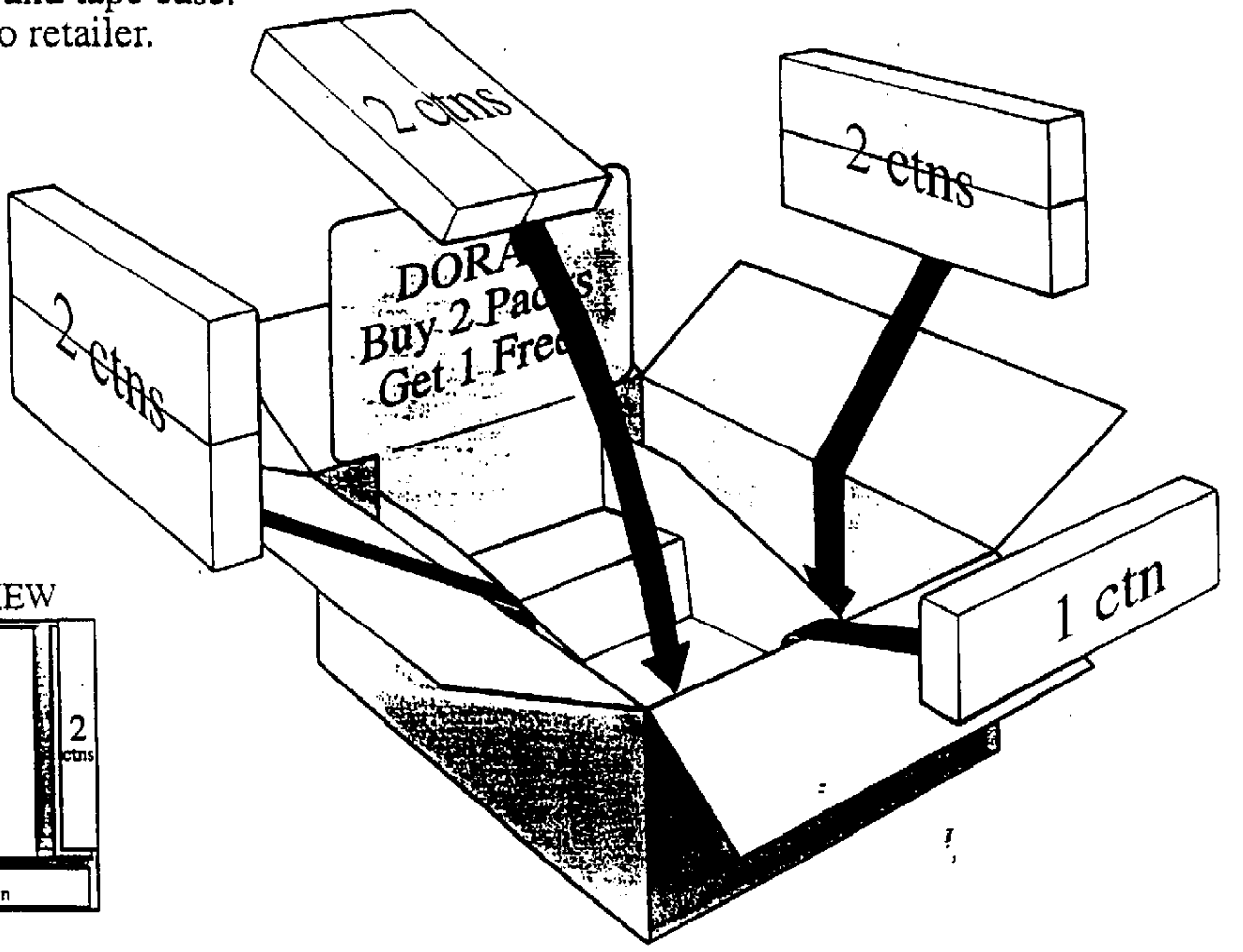
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS--3RD QTR.'97

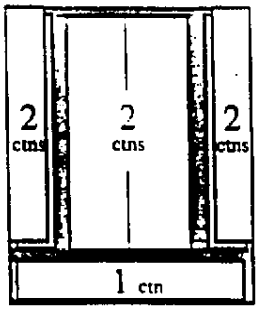
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #530030
Description: DORAL September B2G1F Display/POS Kit

Brand Style	Light	Lt MEN 100	Light 100	ff 100		
Number of Cartons	2	2	2	1		

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